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To the Customers of the Elliott Nursery Company

The bulb order which you entrusted to my company last year was badly handled—perhaps no part of it was filled—and you are entitled to be told why.

When I left my office on the evening of May 9th, 1940, my company, owner of the largest retail bulb business in the world, was a prosperous, efficient, smooth running organization. Twenty-four hours later it was disrupted and disorganized. When I reached my office next morning, lying on my desk was a cablegram from Amsterdam telling me that HITLER HAD INVADED HOLLAND!

To me the invasion and conquest of Holland was not merely another case of the overrunning of a harmless, peaceful neutral by the brutal Nazi war machine. This was personal. When one has dealt with a people for half a century as my company had dealt with the Dutch, and found them decent, honorable, tending strictly to their own affairs, business does not remain cold-blooded. My friends were being assaulted. Men with whom I had often dined, played bridge, attended the theater, were being murdered in their beds. Women who had most graciously entertained me in their homes were now homeless, their dwellings bombed to dust. Purple-faced with impotent rage I cursed the Nazi Dictator, forgetful for the time of my company and of you, its customer.

I was not allowed to forget you and the Elliott Nursery Company for long. Shortly my secretary handed me the file of the day's orders and inquired, "What shall we do about these?" With Amsterdam a blazing inferno, Leiden garrisoned by the Nazi armies and Haarlem bombed by Nazi planes, there was nothing that I could do. Obviously your order could not be filled and you must be disappointed.

Bad enough that the Nazi Dictator should murder my friends; bad enough that the Nazi Dictator should cause my company to fall down on its services to its customers. Yet this is not the whole story. As a result of this Nazi crime, tens of thousands of dollars of my company's resources were wasted. Much of the savings of three generations of Elliotts were wiped out on the night of May 9th.

Until the war is over, my company will furnish you with carefully selected American material which you will like as well as the Dutch bulbs you have been accustomed to planting. And when the Nazi Dictator is finally driven out of Holland, as he surely will be, we will again import for you fine Dutch bulbs. In the meantime we do not need or want your pity. Though his friends have been murdered and his business damaged, an American does not whine for help. I am an American, glad indeed that my ancestors had sense enough to get out of Europe and settle in America. So my company is asking for your order now because you know that now, as always, we will send you material of the highest quality and nothing else.

Very respectfully yours

RHEA F. ELLIOTT

President, Elliott Nursery Co.

FOR YOUR CONVENIENCE

If you wish to order your plants shipped Parcel Post and to pay the postage charges in advance please use the following table:—

ALL PERENNIAL PLANTS

One	plant	add 10 cents for postage			
Three	"	"	14	"	"
Six	"	"	21	"	"
Twelve	"	"	27	"	"

ROSES

One	rose	add 12 cents for postage			
Three	"	"	18	"	"
Six	"	"	24	"	"
Twelve	"	"	29	"	"

All plants are priced F. O. B. point of origin. Express shipments will be express charges collect on delivery. Bills for postage, where not paid in advance, will be sent to you after shipment is made. Imported bulbs, when again available, will be quoted delivered prices as is usual with us.

Please state on your order how you wish us to ship. Express or Parcel Post.

ELLIOTT NURSERY CO.

Evans City, Penna.